

**M**any positive results can come from mind-altering techniques based on human potential, hypnosis or subliminal awareness; as witnessed by some services or products advertised in Nexus. These can lead to understanding how your mind imprints reality, and prepare you to deal with more widespread but much less ethical uses of such techniques...

**A**lthough I've been interviewed on this subject by many radio and TV talk shows, large-scale mass communication of these facts appears to be blocked, since it could result in suspicion or investigation of the very media presenting it or the sponsors that support the media. Some government agencies don't want this known; nor do the Born-Again Christian movements, some cults or human-potential trainings want this to become common knowledge.

Everything I will relate here only exposes the surface of the problem. I don't know how the misuse of these techniques can be stopped. I don't think it's possible to legislate against that which often cannot be detected, and if those who legislate are using these techniques, there is little hope of effecting laws to govern usage. However, I do know that the first step to initiate change is to generate interest. In this case, that will probably only result from an underground effort.

In talking about this subject, I'm talking about my own business. I know it, and I know how effective it can be. I produce hypnosis and subliminal tapes and, in some of my seminars, I use conversion tactics to assist participants to become independent and self-sufficient. But, any time I use these techniques, I point out that I am using them, and those attending have a choice to participate or not. They also know what the desired result of participation will be. So, to begin, I want to state the most basic of all facts about brainwashing... in the entire history of humanity, no one has ever been brainwashed and realised, or believed, that they had been brainwashed. Those people who have been brainwashed will usually passionately defend their manipulators, claiming they have simply been "shown the light" or have been transformed in miraculous ways.



# The Battle For Your MIND

Dick Sutphen explores, or rather exposes, persuasion and brainwashing techniques...

From a talk delivered at the World's Congress of Professional Hypnotists Convention, Las Vegas, Nevada USA

## THE BIRTH OF CONVERSION

**Conversion** is a 'nice' word for brain washing, and any study of brainwashing has to begin with a study of Christian revivalism in 18th century America. **Jonathan Edwards** apparently discovered the techniques by accident during a religious crusade in 1735 in Northampton, Massachusetts.

By inducing guilt, acute apprehension and by increasing tension, the 'sinners' attending his revival meetings would break down and completely submit. Technically, what he did was create conditions that wipe the brain/mind slate clean to accept new programming. The problem was that the new input was negative. He'd tell them, "You're a sinner - destined for hell!"

As a result, one person committed suicide, another attempted suicide, and the neighbours of the suicidal converts related that they, too, were affected so

deeply that, although they had found 'eternal salvation', they were obsessed with a diabolical temptation to end their own lives.

Once a preacher, cult leader, manipulator or authority figure creates the brain phase to wipe the brain-slate clean, their subjects are wide open. New input, in the form of suggestion, can be substituted for their previous ideas. Because Edwards didn't turn his message positive until the end of the revival, many accepted the negative suggestions and acted, or desired to act, upon them.

**Charles J. Finney** was another Christian revivalist who used the same techniques 4 years later in mass religious conversions in New York. These techniques are still used today by Christian revivalists, some human-potential trainings, business rallies and US Armed Services, to name a few.

Let me point out that I don't think most revivalist teachers realise or know they are using brainwashing techniques. Edwards simply stumbled upon a technique that really worked, and others copied it and have continued to copy it for over 200 years. And the more sophisticated our knowledge and technology become, the more effective the conversion.

I feel strongly that this is one of the major reasons for the increasing rise in Christian fundamentalism, especially the televised variety, while most of the orthodox religions are declining.

### THE 3 BRAIN PHASES

The Christians may have been first to successfully formulate brainwashing, but we have to look to Pavlov, the Russian scientist for a technical explanation. ...continued over >>>

**In** the early 1900s, Pavlov's work with animals opened the door to further investigations with humans. After the revolution in Russia, Lenin was quick to see the potential of applying Pavlov's research to his own ends.

Three distinct and progressive states of transmarginal inhibition were identified by Pavlov. The first is the **EQUIVALENT** phase, in which the brain gives the same response to both strong and weak stimuli. The second is the **PARADOXICAL** phase, in which the brain responds more actively to weak stimuli than to strong. The third is the **ULTRA-PARADOXICAL** phase, where conditioned responses and behaviour patterns turn from positive to negative or from negative to positive.

With the progression through each phase, the degree of conversion becomes more effective and complete. Conversion methods are many and varied. The usual first step in religious or political brainwashing is to work on the emotions of an individual or group until they reach an abnormal level of anger, fear, excitement or nervous tension. The progressive result of this mental condition is to impair judgement and increase suggestibility. The more this condition can be maintained or intensified, the more it compounds. Once catharsis, (first brain phase), is reached, the complete mental takeover is easier, as existing mental programming can be replaced with new patterns of thinking and behaviour.

Other physiological weapons to modify normal brain functions are fasting, high sugar diets, physical discomforts, regulation of breathing, mantra chanting in meditation, the disclosure of awesome mysteries, special light/sound effects, programmed response to incense, or intoxicating drugs. The same results can be obtained in contemporary psychiatric treatment by electric shock treatments or purposely lowering a person's blood sugar level with insulin injections. Hypnosis and conversion tactics are two distinctly different things, and conversion techniques are by far the most powerful. However, the two are often mixed, with even more powerful results.

### HOW REVIVALIST PREACHERS WORK

**If** you'd like to see a revivalist preacher at work, there are probably several nearby. Go to the church early and sit in the rear, about three-quarters of the way back. Repetitive music is probably played while people enter for the service. A repetitive beat, ideally ranging from 45 to 72 beats per minute (a rhythm close to the human heartbeat), is very hypnotic and can generate an eyes-open altered state of consciousness in many people. Once you are in an **alpha state**, you are at least 25 times more suggestible than in full 'normal' beta consciousness. The music is probably the same every service, or incorporates the same beat, and many people will go into an altered state almost immediately upon entering the sanctuary. Subconsciously, they recall their state of mind from previous services and respond to the post-hypnotic programming.

Watch the people waiting for the service to begin. Many will exhibit external signs of trance - body relaxation and slightly dilated eyes. Often, they begin swaying back and forth with their hands in the air while sitting in their chairs. Next, the assistant pastor will probably come out, usually speaking with a pretty good 'voice roll'.

### THE VOICE ROLL TECHNIQUE

**A** 'voice roll' is a patterned, paced style used by hypnotists when inducing a trance. It is also used by many lawyers, several of whom are highly trained hypnotists, when they desire to entrench a point firmly in the minds of jurors. A voice roll can sound as if the speaker were talking to the beat of a metronome or it may sound as though he were emphasising every word in a monotonous, patterned style. The words will usually be delivered at the rate of 45 to 60 beats per minute, maximising the hypnotic effect.

Now the assistant pastor begins the 'build up' process. He induces an altered state of consciousness and/or begins to generate the excitement and the expectations of the audience. Next, a group of young women in 'sweet and pure' chiffon dresses might come out to sing a song. Gospel songs are great for building excitement and involvement. In the middle of the song, one of the girls might be "smitten by the spirit" and fall down or react as if possessed by the Holy Spirit. This very effectively increases the intensity in the room. At this point, hypnosis and conversion tactics are mixed, resulting in the audience's attention span being totally focused on the speaker while the environment becomes more exciting or tense.

Right about this time, when an eyes-open mass-induced alpha mental state has been achieved, they will usually pass the collection plate or basket. In the background, a 45-beat-per-minute voice roll from the assistant preacher might exhort, "Give to God... Give to God... Give to God..." And the audience does give; God may not get the money, but her already wealthy representative surely will.

Next, the fire-and-brimstone preacher will come out, inducing fear and tension by talking about "the devil", "going to hell", or "Armageddon". In the last such rally I attended, the preacher talked about the blood that would soon be running out of every faucet in the land. He was also obsessed with a "bloody axe of God", which everyone had seen hanging over the pulpit the previous week. I have no doubt that everyone saw it - the power of suggestion given to hundreds of people in hypnosis ensures that at least 10-25% would see whatever he suggested them to see.

In most revivalist gatherings, "testifying" or "witnessing" usually follows the fear-based sermon. People from the audience come up on stage and relate their stories: "I was crippled and now I can walk!", "I had arthritis and now it's gone!"... a psychological manipulation that works very well. After listening to numerous case histories of miraculous healings, the average person in the audience with a minor problem is sure they can be healed. The room is charged with fear, guilt, intense excitement and expectations.

Now those who want to be healed are frequently lined up around the edge of the room, or they are told to come down to the front. The teacher might touch them on the head firmly and scream, "Be healed!" This releases the psychic energy and, for many, catharsis results. Catharsis is a purging of repressed emotions. Individuals might cry, fall down or even go into spasms. And if catharsis is effected, they stand a chance of being healed. In catharsis (one of the three brain states mentioned earlier), the brain-slate is temporarily wiped clean and the new suggestion is accepted.

For some, healing may be permanent. For many, it will last 4 days to a week, which is how long a hypnotic suggestion given to a somnambulistic subject will usually last. Even if the healing doesn't last, if they come back every week, the power of suggestion may continually override the problem; or sometimes, sadly, it can mask a physical problem which could prove to be very detrimental to the individual in the long run.

**I'm not saying legitimate healings don't take place.** They do. Maybe an individual is ready to let go of negativity at the problem's root-cause, maybe it's God's work. Yet I contend it can be explained by brain/mind function knowledge. Techniques & staging vary from church to church. Many use 'speaking in tongues' to generate catharsis in some while the spectacle creates intense excitement in observers.

The use of hypnotic techniques by religions is quite sophisticated, and professionals are ensuring that they become even more effective. A man in Los Angeles is designing, building and reworking a lot of churches in USA. He tells ministers what they need and how to use it. This man's track record indicates that the congregation and financial income will double if his instructions are followed. He admits that about 80% of his efforts are in the sound system and lighting.

Powerful sound and the proper use of lighting are of primary importance in inducing an altered state of consciousness. I've used them for years in my own seminars; however, my participants are fully aware of the process and what to expect as a result of their participation.

## SIX CONVERSION TECHNIQUES

**Cults** and human potential organizations are always looking for new converts. To attain them, they must also create a brain-phrase. They often need to do it within a short space of time—a weekend, or maybe even a day.

**Number One...** The meeting or training is in an area where participants are cut off from the outside world. This may be any place: a private home, a remote or rural setting, or even an hotel ballroom, where the participants are allowed only limited bathroom usage. In some human-potential trainings, the controllers will give a lengthy talk about the importance of "keeping agreements" in life. The participants are told that if they don't keep agreements, their life will never work. It's a good idea to keep agreements, but some controllers are subverting a positive human value for selfish purposes. The participants vow to themselves and their trainer that they will keep their agreements. Anyone who does not will be intimidated into agreement or forced to leave.

The next step is to agree to complete the training, thus assuring a high percentage of conversions for the organisation. They will usually have to agree not to take drugs, smoke, and sometimes not to eat, or they're given such short meals that it creates tension. The real reason for the agreements is to alter internal chemistry, which generates anxiety and hopefully causes at least a slight malfunction of the nervous system, which in turn increases the conversion potential.

Before the gathering is complete, the agreements will be used to ensure that the new converts go out and find new participants. They are intimidated into agreeing to do so before they leave. Since the importance of keeping agreements is so

high on their priority list, the converts will twist the arms of everyone they know, attempting to talk them into attending a free introductory session at a future date. New converts are zealots. In fact, the term for merchandising the largest, most successful human-potential training is, "**sell it by zealot!**" At least a million people are graduates and most have been left with a mental activation button that assures their future loyalty and assistance if the guru figure or organisation calls. Think about the potential political implications of hundreds of thousands of zealots programmed to campaign for their guru.

Be wary of an organization offering follow-up sessions after the seminar, weekly meetings or inexpensive seminars given on a regular basis. The group will attempt to talk you into taking these or any regularly scheduled event to maintain their control. As the early Christian revivalists found, long-term control is dependent on a good follow-up system.

**The second tipoff** to indicate conversion tactics is a maintained schedule that causes physical and mental fatigue. This is primarily accomplished by long hours where participants have no opportunity for relaxation or reflection.

**The third tipoff...** techniques are used to increase the tension in the room or environment.

**The fourth is...** uncertainty. I could spend hours relating various techniques to increase tension and generate uncertainty. Basically, the participants are concerned about being 'put on the spot' or encountered by the trainers, guilt feelings are played upon, participants are tempted to verbally relate their innermost secrets to the other participants or forced to take part in activities that emphasise removing their masks.

One of the most successful human-potential seminars forces the participants to stand on a stage in front of the entire audience while being verbally attacked by the trainers. A public opinion poll conducted a few years ago showed that the most fearful situation an individual could encounter is to speak to an audience. It ranked above window washing outside the 85th floor of an office building. So you can imagine the fear and tension this situation generates within the participants. Many faint, but most cope with the stress by mentally going away. They literally go into an alpha state, which automatically makes them many times as suggestible than they normally are. Another loop of the downward spiral into conversion is successfully effected.

**The fifth clue...** that conversion tactics are being used is the introduction of jargon; new terms only relevant to 'insiders'. Various language is also frequently used, purposely, to make individuals uncomfortable.

**The final tipoff...** is that there is no humour in the communications, at least until the participants are converted. Then, merry-making and humour are highly desirable as symbols of the new joy participants have supposedly found.

*I am not saying good does not result from participation in such gatherings. It can and does. But I contend it is important to know what has happened and to be aware that continual involvement may NOT be in their best interest.*

- by Dick Sutphen

**To Be Continued**